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President Barack Obama signed a bill Thursday that imposes a \$10 fee on foreign travelers to the U.S. The funds will be combined with a \$100 million private-sector fundraising campaign to market and advertise international tourism.

U.S. Rep. Harry Mitchell, a Democrat representing Scottsdale and Tempe, and the U.S. Travel Association backed the Travel Promotion Act. They hope the foreign tourist tax and private-sector contributors will help market the U.S as a tourist destination.

The tourism sector has been hit especially hard in Arizona by the recession.

Post-9/11 travel rules, anti-American sentiment stemming from the Bush administration and the poor global economy all have discouraged travel to the U.S. in recent years.